

APPENDIX A

Style, Templates, and Standards

A-1 Only text or hyperlinked text that directs visitors to software download sites will be used. Graphics or logos depicting companies and/or products are not permitted on HQUSACE web pages. (Reference ER 25-1-99.)

A-2 No money, services, products, or in-kind payment will be accepted in exchange for a link to non-Army web resources placed on HQUSACE web pages.

A-3 There are three types of home pages within USACE: Corporate, Command, and Functional.

a. Corporate Home Page – The corporate internet home page is the top web page in the hierarchical structure of CorpsWeb, and the central access point for locating and acquiring corporate information. The home page internet address is <http://www.usace.army.mil>. The corporate intranet site is located at <http://corpsinfo.usace.army.mil>.

b. Command Home Page - The HQUSACE home page at <http://www.hqusace.army.mil> is the top web page in the hierarchical structure of HQUSACE's web presence.

c. Functional Home Page – There are home pages other than the corporate home page and command home page. These home pages include home pages of offices, programs, projects, etc.

A-4 All web pages, regardless of the level in the hierarchical structure, must contain the following elements:

a. The Corps of Engineers registered trademark is the castle. The castle must be displayed prominently on the page. It is recommended that the castle be placed in the upper left corner of the page. There are various sizes of the registered trademark castle available. It is recommended that the red modern castle with 24pt text be placed in this area. This castle may be hyperlinked to the USACE home page.

b. All html pages will include a banner (color or plain text) at the top of every page, regardless of level. The banner shall contain the **office name**, **branch name** and **page title**. It is recommended that the banner contain no more than four (4) lines of information. It is further recommended that the banner be placed to the right of the castle.

c. The home page shall have two (2) links (buttons or simple text) located directly underneath the banner with links to the USACE and HQUSACE web sites.

d. Additional links will be located on the left side of the page in a column, thus creating a navigation bar. The links on the navigation bar should be structured in such a way that the

general public can navigate with ease. A link that will lead the end user back to the home page of the current web page set shall be placed on the navigation bar. Additional links may be placed on the navigation bar to take the user back to the previous page. A link from the beginning to the end of the navigation bar shall be provided to allow the user of a screen reader to skip the navigation bar.

e. The area to the right of the navigation bar shall be used to disseminate information relevant to the current web page set.

f. The bottom of the page must contain the following required elements.

- Page last updated DDMMYYYY and
- Point of Contact for Content (which shall include the name, e-mail address, phone number of POC) and
- Point of Contact for Pagemaster/Webmaster (which shall include the name, e-mail address and phone number of POC) and
- Point of Contact for Website Manager (Firstname, Firstname.Lastname@usace.army.mil, xxx-xxx-xxxx)
- Privacy and Security Banner

g. Colors and Background – Choose background colors and patterns that do not interfere with the text. Generally, this means the background is pastel and the text is dark. The pattern must be very subtle or muted. All web pages should be checked on different browsers and platforms to ensure readability.

h. Font – Arial, Helvetica, New Times Roman, or Courier fonts are permitted.

i. Animation – Animation will only be permitted if it contributes to the information the web site is conveying. The animation MUST stop after one (1) loop. Animations will not be permitted if they fail to stop after one loop. This includes the waving American flag.

j. Blinking – Blinking will not be permitted under any circumstances.

k. Logos – Corporate commercial logos/buttons are not permitted. The only permissible logo is the Corps castle as defined in paragraph 4.a.

l. Links – When linking to an outside source, other than a state/local/Federal Government, a disclaimer is required between the Corps website and the site that is being linked. Links to outside sources MUST relate to the Corps website.

m. Do not use the term “Under Construction” on any page in any form.

n. The use of a marquee, the horizontally scrolling text in a window of a browser, is not permitted. Do not load the page with decorative gif, jpeg or any other type of images. Avoid loading large images in a page. Use of a thumbnail size of the image is recommended.

o. All images, including buttons, must have an <ALT> tag attached. The ALT tag is used to describe the button or image and is a Rehabilitation Act Section 508 requirement. If a detailed image is used, then the <LONGDESC> tag will be used. This tag is used to give a more detailed description of the image.

p. Page size should be viewable on a monitor with 640 x 480 resolution. Pages that lead to horizontal scrolling will be avoided. Pages which require vertical scrolling are permitted as long as the web page has established a consistent navigation convention that helps the reader move vertically on the page, such as bookmarks. It is recommended that a link be placed at the bottom of a long page to take the user back to the top.

q. The use of frames on a page is permitted **only by approval of the Website Manager**. Tables should be used in lieu of frames.

r. When posting a document in any format other than html, i.e., PDF, Powerpoint, Word, Visio, etc., an alternate format should be provided. PDF documents will be provided with captured text rather than in graphic format. A document POC will be identified who can provide the document in an alternate format when an alternate format cannot be posted.